

CRreed Global Media Champions Innovation, Creativity, and Distinctiveness at *AfroTech Week*

[CRreed Global Media \(CGM\)](#) is proud to announce its sponsorship of the *VIP experience* at Diversitech Houston hosted by [Tribaja](#) for [AfroTech](#). AfroTech made its Houston debut as one of the largest tech conferences for black professionals, innovators, and entrepreneurs for the first time. It occurred November 14th - 16th, 2024 at [Shell Energy Dynamo Stadium](#). AfroTech created a significant moment for the city's tech and innovation scene as it drew a record-breaking attendance of over 35,000 people. This premier event demonstrated Houston's potential as a center for diversified innovation. Morgan DeBaun, the founder and CEO of AfroTech, has a clear goal: to bridge the opportunity gap and elevate Black voices in the technology industry. Big sponsors like Google, Microsoft, and Tribaja demonstrated, through their participation, their dedication to equity and inclusion, beyond simple branding. These sponsors and many more found a connection in the purpose of AfroTech as it is more than a networking event; it's a movement for the future representation in tech.

AfroTech Week

The *AfroTech* conference brought together innovation, culture, and diverse professional leaders. Speakers from Fortune 500 companies to groundbreaking entrepreneurs, and creatives, initiated inspiration, shared knowledge, and discussed innovation, entrepreneurship, and variety in the tech sector. Attendees engaged in thoughtful dialogue, product demos, and opportunities to connect with Black-owned businesses and startup companies. CGM had the grateful opportunity of participating on the stage of several conference adjacent events to discuss and inspire rising tech professionals seeking networking and connection opportunities with industry leaders.

CGM's CEO, Centrell Reed, had the role of moderating at *The Spaces: An Experience*, hosted during AfroTech by [The Us Space](#) and [ChurchSpace](#). Joined by powerhouse speaker, LaGina R. H, and visionary leaders; Day Edwards, Emmanuel B., and Kiley Summers. The panel delivered transformative insights on how partnerships and collaborations can create a lasting impact in tech, community building, and entrepreneurship.



A Vision for Marketing's Future

Centrell Reed further elevated the importance of marketing by participating in *The Cinema Experience* on November 20th with [Community Cultivation Network](#). The dynamic CCN CEO, Jazmin Jones curated a panel on “*The Future of Marketing: Storytelling that Increases Leads.*” Together, Reed and several other accomplished speakers revealed how storytelling can captivate audiences, drive engagement, build stronger community connections, and increase sales.



Why CReed Global Media Supports Diversitech Houston

CReed Global Media (CGM) takes immense pride in its sponsorship of events like the VIP Experience at Diversitech Houston during AfroTech.



CGM recognizes and demonstrates the profound impact that creating premium spaces for meaningful engagement can inspire breakthrough conversations that drive change. CGM's sponsorship reflects its border philosophy: when underrepresented communities are given a seat at the table, the possibilities for innovation multiply. Diversitech Houston

aligns seamlessly with CGM's goals of advancing equity in S.T.E.M. and empowering innovators from all walks of life.

Building Communities Through Innovation

CGM continues to make strides in championing diversity in S.T.E.M. fields through partnerships and inclusive initiatives. By working with long-standing partners like the International Entertainment Partnership and the Community Cultivation Network, CGM

amplifies underrepresented voices and fosters opportunities for innovation and growth.

CGM's participation in AfroTech and Diversitech Houston demonstrates its dedication to advancing technology, marketing, and platforms where diversity and inclusion are celebrated.

To learn more about how CReed Global Media can help your organization with streaming TV distribution, strategic communications, marketing, and media services, please contact us via [our website](#), email at info@CReedGlobalMedia.com, or call us at (713) 892-5717.